Swydo

Reporting and Monitoring Software for Online Marketers

Google Analytics example report

Bring your online marketing data
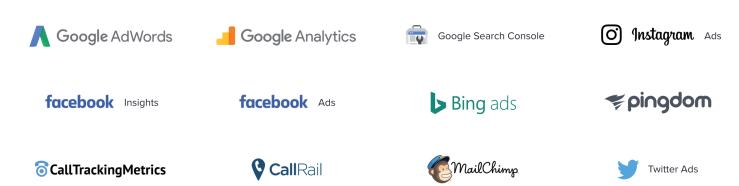together in a single report

Introduction

Online Marketing Reports. A regularly recurring, time-consuming task for many digital agencies and in-house marketers. **Swydo's reporting platform changes that**.

Replace manual reporting and complex spreadsheets. With Swydo you can create professional online marketing reports in minutes. You'll be able to reallocated that saved time to managing and optimizing (client) campaigns and securing new business.

How it works

Swydo brings together data from the most important online marketing channels, including AdWords, Bing, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.

Google AdWords   Google Analytics   Google Search Console   Instagram Ads

facebook Insights   facebook Ads   Bing ads   pingdom

CallTrackingMetrics   CallRail   MailChimp   Twitter Ads

Use Swydo and...

- Save time and reduce costs
- Create reports quickly and efficiently
- Easy to use interface
- Automatically generate reports to meet client needs
- Integrate with your CRM via Swydo's API

More than 6,000 satisfied users

Swydo is the go-to reporting platform for over 1,500 online marketing agencies large and small in 80 countries. Every day, thousands of users log in to take advantage of Swydo's many benefits.

Have questions or want to connect with us directly?

We'd love to speak with you! You can contact the Swydo team by phone at +1 917 464 2535 (CET) or send an email to sales@swydo.com.

Sincerely,
Team Swydo

Sample report

Creating a Google Analytics report with Swydo is super simple. With a click, you can connect to a data source, like a Google Analytics account. Then select the information you want to include through pre-defined KPIs values or widgets (table/charts) - or create your own.

Widgets can be refined through settings like segmentation, filtering and by chart or table, and you can further customize your report - and provide additional insight - through text and image/screenshot widgets. And every report can be saved and easily re-used for other clients. Best of all - you can combine data sources in one report to provide comprehensive insights across all paid advertising campaigns, SEO, and website analytics.

Website Performance

SESSIONS

28,757

↑ 6.1%

NEW USERS

18,598

↑ 4.8% ● 12,500 targeted

GOAL CONVERSION RATE

0.46%

↑ 22.9%

GOAL COMPLETIONS

133

↑ 30.4%

TRANSACTIONS

97

↑ 36.6% ● 50 targeted

TRANSACTION REVENUE

€36,645.57

↑ 22% ● €25,000.00 targeted

TRANSACTIONS & REVENUE
YEAR-TO-DATE

CAMPAIGN PERFORMANCE

	Nov 1, 2017 - Nov 30, 2017	Oct 2, 2017 - Oct 31, 2017	
Sessions	28,757	27,094	+6.1%
Users	21,373	20,212	+5.7%
New users	18,598	17,739	+4.8%
Pages / session	3.57	3.58	-0.3%
Avg. session duration	2m 8s	2m 4s	+3.1%
Bounce rate	56.84%	56.03%	+1.4%

	Nov 1, 2017 - Nov 30, 2017	Oct 2, 2017 - Oct 31, 2017	
Goal conversion rate	0.46%	0.38%	+22.9%
Goal completions	133	102	+30.4%
Transactions	97	71	+36.6%
Revenue	€36,645.57	€30,045.26	+22%

CONVERSIONS PER GOAL (TOP 5 BY TOTAL CONV.)

Goal	Goal name	Total conv.	Total conv. value
1	Goal name 1	97	€36,645.57
4	Goal name 2	57	€0
15	Goal name 3	32	€0
6	Goal name 4	15	€0
3	Goal name 5	12	€0
		213	**€36,645.57**

ECOMMERCE PRODUCT PERFORMANCE (TOP 5 BY REVENUE)

Product name	Item quantity	Unique purchases	Item revenue
Product name 1	2	2	€3,150.00
Product name 2	2	2	€1,990.00
Product name 3	9	8	€1,791.00
Product name 4	1	1	€1,540.00
Product name 5	1	1	€1,360.00
	257	**120**	**€29,610.88**

DEVICE CATEGORY PERFORMANCE

Device category	Sessions	Users	New users	Pages / session	Avg. time on page	Bounce rate	Goal conversion rate	Goal completions	Transactions	Revenue
desktop	15,213	10,987	9,351	3.94	55s	51.12%	0.62%	95	68	€29,499.41
mobile	10,867	8,270	7,354	3.06	41s	64.04%	0.28%	30	23	€5,629.53
tablet	2,677	2,124	1,901	3.56	41s	60.14%	0.3%	8	6	€1,516.63
	28,757	**21,381**	**18,606**	**3.57**	**49s**	**56.84%**	**0.46%**	**133**	**97**	**€36,645.57**

CHANNEL GROUPING PERFORMANCE

Channel grouping	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal conversion rate	Goal completions	Transactions	Revenue
Organic Search	14,531	11,308	9,293	3.91	2m 22s	51.55%	0.49%	71	43	€ 18,620.24
Paid Search	7,883	6,471	5,591	2.4	1m 11s	71.05%	0.25%	20	33	€ 9,593.42
Direct	3,637	2,894	2,612	4.08	2m 23s	49.79%	0.82%	30	12	€ 5,811.63
Social	1,011	829	697	4.02	1m 59s	57.96%	0.2%	2	0	€ 0
Referral	993	557	368	5.81	5m 45s	35.75%	0.5%	5	9	€ 2,620.28
Display	702	399	45	3.25	1m 36s	71.51%	0.71%	5	0	€ 0
	28,757	**22,458**	**18,606**	**3.57**	**2m 8s**	**56.84%**	**0.46%**	**133**	**97**	**€ 36,645.57**

LANDING PAGE PERFORMANCE (TOP 5 BY NEW USERS)

Landing page path	Sessions	Users	New users	Goal conversion rate	Goal completions	Transactions	Revenue
/path 1	4,546	3,319	2,295	0.7%	32	23	€ 10,431.78
/path 2	516	479	450	0.39%	2	0	€ 0
/path 3	509	462	415	0.2%	1	2	€ 508.69
/path 4	509	447	412	0%	0	2	€ 475.54
/path 5	304	295	289	0%	0	0	€ 0
	28,757	**25,142**	**18,606**	**0.55%**	**133**	**97**	**€ 36,645.57**

HISTORICAL TABLE
YEAR-TO-DATE

Month	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Goal conversion rate	Transactions	Revenue
November 2017	28,757	21,373	18,598	3.57	2m 8s	56.84%	133	0.46%	97	€ 36,645.57
October 2017	27,539	20,559	18,069	3.59	2m 4s	56.09%	102	0.37%	72	€ 30,394.35
September 2017	23,047	17,858	15,834	3.55	2m 2s	56.36%	105	0.46%	66	€ 23,765.86
	248,151	**188,926**	**165,377**	**3.69**	**2m 10s**	**54.97%**	**1,269**	**0.51%**	**656**	**€ 275,821.85**

Month	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Goal conversion rate	Transactions	Revenue
August 2017	18,757	14,777	13,058	3.48	2m 0s	56.41%	88	0.47%	51	€23,345.01
July 2017	22,027	16,927	14,818	3.76	2m 14s	54.53%	90	0.41%	51	€18,800.22
June 2017	21,622	16,362	14,214	3.59	2m 9s	55.17%	101	0.47%	55	€37,479.21
May 2017	22,510	16,827	14,406	3.61	2m 3s	55.36%	115	0.51%	74	€29,096.68
April 2017	21,277	16,249	14,306	3.81	2m 18s	53.95%	111	0.52%	62	€30,370.34
March 2017	22,875	17,449	15,261	3.77	2m 10s	53.12%	140	0.61%	55	€15,917.68
February 2017	20,414	15,591	13,618	4.05	2m 31s	52.73%	177	0.87%	44	€18,741.72
January 2017	19,326	14,954	13,195	3.86	2m 13s	52.99%	107	0.55%	29	€11,265.21
	248,151	188,926	165,377	3.69	2m 10s	54.97%	1,269	0.51%	656	€275,821.85